



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/764,697	01/26/2004	William F. Geritz III	010438/3	9191

25223 7590 08/16/2007  
WHITEFORD, TAYLOR & PRESTON, LLP  
ATTN: GREGORY M STONE  
SEVEN SAINT PAUL STREET  
BALTIMORE, MD 21202-1626

EXAMINER

MANSFIELD, THOMAS L

ART UNIT	PAPER NUMBER
----------	--------------

3609

MAIL DATE	DELIVERY MODE
-----------	---------------

08/16/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

## Office Action Summary

Application No.

10/764,697

Applicant(s)

GERITZ ET AL.

Examiner

Thomas Mansfield

Art Unit

3609

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 26 January 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-32 is/are pending in the application.
- 4a) Of the above claim(s) 1 and 2 is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 3-32 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 26 January 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)            | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)   | Paper No(s)/Mail Date. _____                                      |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date <u>12 July 2004</u> .  | 6) <input type="checkbox"/> Other: _____                          |

**DETAILED ACTION**

**Status of Claims**

1. This action is in reply to the Application filed on 26 January 2004.
2. Claims 3-32 have been added.
3. Claims 1-2 have been canceled.
4. Claims 3-32 are currently pending and have been examined.

***Claim Rejections - 35 USC § 102***

5. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6. Claims 3-32 are rejected under 35 U.S.C. 102(b) as being anticipated by Harrell et al (U.S. Pub. No. 2002/0016727).

**Examiner's Note:** The Examiner has pointed out particular references contained in the prior art of record within the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the entire reference as potentially teaching all or part of the claimed invention, as well as the context of the passage as taught by the prior art or disclosed by the Examiner.

Art Unit: 3609

**7. CLAIM 3:**

With regard to the limitations of:

- *prompting a user to create a user data file comprising data describing a user product or service, including a specific market segment of said user product or service, see at least paragraphs 0007 and 0031-0032.*
- *searching an electronic collection of a plurality of stored data files, each of said stored data files describing a stored product and/or service, including a specific market segment of said stored product or service, to locate at least one stored data file having a predefined relationship with said user data file, said predefined relationship comprising a predefined correlation between said market segment of said user data file and said market segment of said at least one stored data file, see at least paragraphs 0007 and 0034.*
- *initiating a mating function between said user data file and at least one target data file produced from said searching step, said mating function combining data from said user data file, data from said target data file, and data describing a hypothetical new business development transaction concerning a hypothetical combination of said user data file and said at least one target data file, see at least paragraphs 0045-0055.*
- *constructing a financial model of said business development transaction, see at least paragraph 0030.*

**8. CLAIM 4:**

With regard to the limitation of *further comprising the step of creating human readable output illustrating said financial model*, see at least paragraphs 0030 and 0055.

Art Unit: 3609

**9. CLAIM 5:**

With regard to the limitation of *wherein said searching step further comprises issuing a query to a lookup table to determine market segments having a predetermined correlation with said specific market segment of said user product or service*, see at least paragraph 0043.

**10. CLAIM 6:**

With regard to the limitation of *receiving a list of all stored data files having a market segment having said predetermined correlation with said specific market segment of said user product or service*, see at least paragraph 0043.

**11. CLAIM 7:**

With regard to the limitation of *wherein said lookup table comprises a plurality of market segments and a plurality of correlations among at least a portion of said market segments*, see at least paragraph 0048.

**12. CLAIM 8:**

With regard to the limitation of *said stored data files each comprising a publicly available portion and a private portion, further comprising the step of in response to said searching step, displaying to said user only said publicly available portion of said at least one target data file*, see at least paragraphs 0025, 0035, and 0049.

**13. CLAIM 9:**

With regard to the limitation of *said searching step further comprising receiving a selection from said user of at least one specific stored data file from said collection of stored data files*, see at least paragraph 0055.

Art Unit: 3609

**14. CLAIM 10:**

With regard to the limitation of *said searching step further comprising receiving a selection from said user of at least one market segment, and retrieving from said collection of stored data files at least one stored data file including such user-selected market segment*, see at least paragraph 0055.

**15. CLAIM 11:**

With regard to the limitation of *said user data file further comprising a user job function designation and at least one of said stored data files further comprising a stored job function designation, said searching step further comprising performing a job function search of said stored data files to locate at least one stored data file comprising a stored job function designation having a predefined job function relationship with said user job function designation*, see at least paragraphs 0024-0028.

**16. CLAIM 12:**

With regard to the limitation of *said predefined job function relationship comprising a common transaction type preference, and each job function designation having associated therewith at least one predesignated transaction type preference*, see at least paragraph 0025.

**17. CLAIM 13:**

With regard to the limitation of *further comprising the step of presenting to said user a listing of at least a portion of stored data files located in said job function search*, see at least paragraph 0026.

Art Unit: 3609

**18. CLAIM 14:**

With regard to the limitation of *further comprising the step of presenting to said user an indication of why a mating function should be pursued between said user data file and said stored data files located in said job function search*, see at least paragraph 0026.

**19. CLAIM 15:**

With regard to the limitation of *further comprising the step of presenting to said user an indication of a transaction type suitable for consideration in hypothetically mating said user data file and said stored data files located in said job function search*, see at least paragraph 0028.

**20. CLAIM 16:**

With regard to the limitation of *further comprising the step of forwarding at least a portion of said financial model to at least one designee identified by said user*, see at least paragraphs 0039 and 0067.

**21. CLAIM 17:**

With regard to the limitation of *further comprising the step of receiving from said designee updates to elements of said financial model*, see at least paragraphs 0039-0040.

**22. CLAIM 18:**

With regard to the limitation of *said financial model further comprising multiple distinct portions separated by job function designation, and said portion of said financial model forwarded to said designee further comprising a portion having a job function designation matching a job function designation of said designee*, see at least paragraph 0043.

Art Unit: 3609

**23. CLAIMS 19-25 and 26-32:**

Claims 19-25 and Claims 26-32 recite equivalent *method* and *computer-readable storage medium* limitations, respectively, for the *system* limitations of Claims 1-18 and are therefore rejected using the same art and rationale set forth above.

**Conclusion**

**24.** The following prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- Cook (U.S. Pub. No. 2006/0064340) discloses a system and method for generating, capturing, and managing customer lead information over a computer network.
- Lovison et al (U.S. Pub. No. 2004/0220922) discloses systems and methods for meeting people via wireless communication among a plurality of wireless devices.
- Vorobiev (U.S. 6,651,063) discloses a data organization and management system and method.
- Balani (U.S. Pub. No. 2003/0007464) discloses a method and device for effecting venue specific wireless communication.
- Evans et al (U.S. Pub. No. 2004/0120298) discloses networking by matching profile information over a data-packet-network and a local area network.

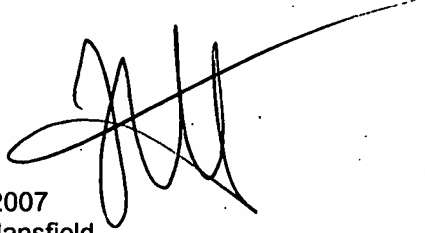


Art Unit: 3609

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Thomas Mansfield whose telephone number is 571-270-1904. The examiner can normally be reached on Monday-Thursday 7:30 am-5 pm, alt. Fridays.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Reagan can be reached on 571-272-6710. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



9 August 2007  
Thomas Mansfield  
Patent Examiner  
571-270-1904

JAMES REAGAN  
SUPERVISORY PATENT EXAMINER

